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TITLE: GRAPHIC AND SOUND COORDINATED NOVELTY ITEM AND

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METHOD

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BACKGROUND OF THE INVENTION

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This is a utility patent application based on a provisional patent application (Serial
No. 60/260,692) filed on January 11, 2001.

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1. Field of the Invention:

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This invention pertains to novelty or promotional items, such as T-shirts, hats, coffee
mugs, miniature basketballs, etc., and more particularly, to such items with an attention-
grabbing image or picture printed thereon.

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2. Description of the Related Art:

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Sellers of novelty or promotional items are looking for new and unique ways to
generate interest for these items in their customers. Items that generate an pleasant or

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1 humorous idea, thought, or association that lingers in the memory of the customers are
2 especially desirable.

3 It is common for enthusiasts or supporters of a particular sport or event to wear
4 garments or hats that display an image or picture closely associated with the sport or event.
5 An example of such an item is the well-known image of the professional basketball player,
6 Michael Jordan, stretched out and dunking a basketball, used by Nike, Inc. on its basketball-
7 related clothing and sports gear. Typically, the image or picture is printed or sewn directly
8 onto a visible surface of the garment or hat. While the image or picture is generally
9 considered advertising, it may also be regarded as informational, since it informs the viewer
10 that the wearer supports or follows a particular sport, such as basketball.

11 Sound is a form of energy created by sound waves that travel through an elastic
12 medium, such as air. Sound waves are longitudinal waves that consist of pressure
13 fluctuations that distort the air.

14 While it may be possible to produce a simple sound having a specific pitch
15 (frequency), loudness (intensity), and quality (overtone structure), most sounds are a
16 combination of sound waves which are superimposed and may be presented in a complex
17 waveform by an acoustic spectrograph. Most individuals find the presentation of a sound
18 presented in a complex waveform fascinating, and try to pronounce the sound or recall
19 experiences where the sound was heard. The coupling of an object or action depicted in an
20 image to an associated complex waveform can be an effective means of reinforcing the object
21 or action or its meaning in the individual's mind, and is thereby useful as a marketing tool.

1 What is needed is a novelty or promotional item that combines a selected image or
2 picture printed on a surface with an associated complex waveform that depicts the
3 pronounced name of the activity, or object, or the sound of the activity associated therewith.
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5 SUMMARY OF THE INVENTION

6 It is an object of the present invention to provide an improved novelty or promotional
7 item that presents an image of an object or action that is mentally retained by the viewer.

8 It is another object of the present invention to provide such an item which that
9 requires the viewer to use some degree of reasoning to determine the meaning of the object or
10 action depicted.

11 It is a further object of the present invention to provide such an item that uses a
12 complex waveform displayed on a visible surface of the item which represents the word or
13 sound closely associated with the image thereby reinforcing the object or activity depicted.

14 These and other objects of the invention which will become apparent are met by a
15 novelty or promotional item including a garment, such as a T-shirt, sweatshirt, or hat having
16 at least one support surface visible to others. Printed on the support surface is an image or
17 picture with the pronounced name of the activity or object or the sound or the activity
18 associated therewith presented in a complex waveform also printed on the surface. The
19 garment's support surface displays the image and complex waveform so that they are visible
20 to others. The association of the sound to the activity or object reinforces the activity or
21 object in the mind of the viewer thereby improving the retention of the item or activity in the

mind of the viewer.

BRIEF DESCRIPTION OF THE DRAWINGS

Fig. 1 is a front elevational view of a shirt with an image of a basketball player with the complex waveform associated with the sound of a bouncing ball also provided on the front surface of the shirt.

Fig. 2 is an enlarged view of the image and complex waveform shown on the shirt in Fig. 1.

Fig. 3 is a front elevational view of a shirt with an image of a football player being tackled by a second football player with the complex waveform associated therewith provided in the background of the image.

Fig. 4 is an enlarged view of the image and complex waveform shown in Fig. 3.

Fig. 5 is a front elevational view of a shirt with sequential images of swinging golf clubs, golf balls, and golf tees, with the complex waveform associated therewith in the foreground on the front surface of the shirt.

Fig. 6 is an enlarged view of the image and complex waveform shown in Fig. 5.

DESCRIPTION OF THE PREFERRED EMBODIMENT(S)

Referring to the accompanying Figs., there is shown and described a novelty or promotional item, generally referred to as 10, with an image or picture 11 printed on a visible surface 12 on the item 10, and the associated pronounced name of the activity or object or the

1 sound or the activity associated with the image or picture presented in a complex waveform
2 30 also printed on the surface 12.

3 Fig. 1 shows a T-shirt 10' with a visible front panel 12' with an image 11' of a
4 basketball player dribbling a basketball. The complex waveform 30' associated with the
5 sound of a player bouncing a basketball is presented in the background of the image 11'. The
6 image and sound of a player bouncing a basketball is presented in an enlarged format in Fig.
7 2.

8 Fig. 3 shows a T-shirt 10'' with a visible front panel 12'' and the image 11'' of a
9 football player being tackled by another football player. The complex waveform 30''
10 associated with the sound of a football player being tackled by another football player is
11 presented in the background of the image 11''. The image and sound of a player tackling
12 another player is presented in an enlarged format shown in Fig. 4.

13 Fig. 5 shows a polo shirt 10''' with a visible front panel 12''' with the sequential
14 images 11''' of golf club heads hitting golf balls off tees. The complex waveform 30'''
15 associated with the sound of a golf club head hitting a golf ball is presented in the foreground
16 of the image 11'''. The image and sound of a golf club hitting a golf ball off a tee is
17 presented in an enlarged format in Fig. 6.

18 Using the above described item, a method of promoting a product or service may is
19 provided comprising the following steps:

- 20 a. selecting a substrate with a viewing surface;
- 21 b. selecting an image of an product or service to be displayed on the viewing

1 surface of said substrate;

2 c. selecting a sound associated with the image, product or service;

3 d. printing said image on a visible surface of a garment worn by an individual;

4 e. creating a complex waveform of the sound, and;

5 f. printing the complex waveform on the visible surface.

6 It should be understood that the substrate may be a garment, hat, coat, sports bag,
7 coffee mug, printed literature, poster, etc.

8 In compliance with the statute, the invention described herein has been described in
9 language more or less specific as to structural features. It should be understood, however,
10 that the invention is not limited to the specific features shown, since the means and
11 construction shown, comprised only of the preferred embodiments for putting the invention
12 into effect. The invention is therefore claimed in any of its forms or modifications within the
13 legitimate and valid scope of the amended claims, appropriately interpreted in accordance
14 with the doctrine of equivalents.